

Message Text

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SUBJ: JEEP FINAL REPORT

1. CHILDREN'S AND JUNIORS' APPAREL JEEP
2. MILAN TRADE CENTER, JANUARY 9-11, 1974.
3. TEN EXHIBITORS
4. SALES DURING SHOW DOLS 236,750
5. SALES PROJECTED SUBSEQUENT YEAR:
DOLS. 1,291,000 (ALL NTE/M).
6. TEN EXHIBORS SEEKING EXREPS.
7. THREE EXREP. APPOINTED DURING SHOW
8. SEVEN ADDL. EXREP AGREEMENTS EXPECTED IN 12 MOS.
9. N.A.
10. TOTAL 407 REGISTERED VISITORS.
11. A. CHILDRENS' DRESS CORP. OF AMERICA,
NEW YORK, N.Y.; NTM: 12,000 DOLS. IMMED. SALES;
100,000 DOLS. EXPECTED 12 MOS.; APPOINTED ONE SALES AGENT
FO* ITALY. MARVIN GILBERT, PRESI*ENT, PRESENTED INFANTS'
AND GIRLS' DRESSES. WROTE " I CAM TO FIND AN AGENT AND WAS
SUCCESSFUL. IN FACT I HAD CHOICE OF SEVERAL. WAS ALSO PLEASED
TO MAKE CONTACTS WITH SOME OTHER LARGE USERS OUTSIDE OF
ITALY. I THOUGHT THE SHOW WAS SET UP BEAUTIFULLY, THE
STAFF WAS ATTENTIV* AND HELPFUL. IT WAS A REWARDING
EXPERIENCE." CLEARED.

B. SPUR KNITTING MILLS, INC., PHILADELPHIA, PA.: NTE;
30,000 DOLS. IMMED. SALES; 100,000 DOLS. EXPECTED 12 MOS.;

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EX*ECTS APPOINT SALES REP. FOR ITALY. SAMUEL HABER, PRESI-

DENT, PRESENTED INFANTS' AND TODDLERS' SUITS; ALSO PENE-
TRATED FRENCH AND GERMAN MKTS. FIRST TIME; WROTE "VERY PLEASED WITH
ENTIRE SET-UP OF SHOW...." CLEARED.

12. MTC'S FIRST ATTEMPT PROMOTE CONSUMER GOOD AMOUNTED TO
SUCCESSFUL EXPLORATION. ALL BUT ONE EXHIBITOR APPTED OR
EXPECT APOINT REP. AND EXPECT SUBSTANTIAL FIRST YR. SALES.
SEVEN MADE FLOOR SALES. EXHIBITORS WERE HAPPY WITH PROMOTION
AND ARRANGEMENTS. TWO ACHIEVED OBJECTIVE PARTIALLY, TWO
FAILED. VISITORS WERE HIGHLY QUALIFIED AND SHOWED CONSIDERABLE
BUYING INTEREST, ESPECIALLY DEPARTMENT STORES AND WHOLE-
SALEERS. ONLY COMPLAINT WAS FAILURE DISPLAY MORE REPRESENTATIVE
RANGE OF CLOTHES EXPECTED FROM AMERICA
PARTICULARLY PLAYWEAR AND INFORMAL TOGS. EXHIBIT WAS HEAVY
ON GIRLS FANCY DRESSES BUT LACKED PANTS OR MOD JACKETS.
VISITOR INTEREST RESULTED IN FOUR TRADE OPPORTS. PROMOTION
HIGHLY SUCCESSFUL AND INCLUDED EXTENSIVE COVERAGE IN EVENING
NEWS ON NATIONWIDE TELEVISION. HIGH PROPORTION OF VISITORS
FROM OUTSIDE MILAN REFLECTS PROMOTION OTHER FS POSTS AS WELL
AS CONCURRENT KNITWEAR SHOW. TOTAL 38 REGISTERED FROM
ABROAD. FINA

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